4/1-/94

BRAND X

- **YOUNG ADULT SMOKERS**
  - **SAFETY NET**

    PORTFOLIO OPTIMIZATION

- **DEVELOPED AND TESTED CONCEPTS FROM THREE AGENCIES**
  - **"PHIL'S - Y & R**
  - **"BARKING DOG" - Y & R**
  - **"BARKING DOG" - O & M**
  - **"BARKING FISH" - LBC**

- **PREPARING "PHIL'S" FOR TEST MARKET READINESS BY 10/94**

2091521001

Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0004

PM USA STRATEGIES TOWARDS GENERATION X;

TWO INDEPENDENT APPROACHES

- **ENTRY LEVEL ADULT SMOKERS STRATEGY -- "PLAYER'S NAVY CUT".**

- **SAFETY NET & DISCOUNT OPTIMIZATION STRATEGY -- BRAND X.**

2041521002

Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0004

SAFETY NET & DISCOUNT OPTIMIZATION STRATEGY

BRAND X

LA TO 34 WITH A PREVIOUS BRAND

- **PROTECT PHILIP MORRIS AGAINST "PRICE—DRIVEN" DOWNSWITCHING OR ACCELERATED DISCOUNT ALTERNATE PURCHASING.**
  - **— POST-FET ENVIRONMENT**
  - **— REACTIVATED DISCOUNT CATEGORY**
- **CAPTURE CAMEL DOWN-SWITCHERS AND ALTERNATE PURCHASERS.**
- **OPTIMIZE PHILIP MORRIS SHARE OF DISCOUNT VOLUME.**
  - **— GPC, DORAL, MONARCH, PRIVATE LABEL FIGHTER**
  - **— FLANK BASIC WHERE BASIC IS UNDERDEVELOPED**
- **ACTING ON IMAGERY IN COMBINATION WITH PRICE.**
  - **— DISCOUNT PRIZE**

2041521003

Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0004

BRAND X

KEY LEARNING/ADVERTISING TO YAMS

— SINCE SMOKING IS SUPPOSED TO BE A REWARD AND AN INDULGENCE, A DISCOUNT PRODUCT IS THE ANTITHESIS OF WHAT SMOKING IS ABOUT.

— YAMS DON'T WANT TO SMOKE DISCOUNT CIGARETTES. THEREFORE, THEY CAN'T FEEL GOOD ABOUT PURCHASING DISCOUNTS PRODUCTS WHEN THEY HAVE TO.

— THEREFORE, THE ADVERTISING HAS TO SELL CONSUMERS ON THE BRAND AND MAKE THEM FEEL GOOD ABOUT BEING IN THE SEGMENT WHEN THEY NEED TO BE THERE. TO GAIN LOYALTY, THE ADVERTISING HAS TO OVERCOME EMOTIONAL BARRIERS TO THE SEGMENT THROUGH PRODUCT REASSURANCE AND TELL A RELEVANT AND DISTINCTIVE BRAND STORY.

2091521004

Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0004

BRAND X—PHIL'S RESEARCH

KEY LEARNING

- **PHIL'S ESTABLISHES GREATER PRODUCT QUALITY VERSUS OTHER DISCOUNT PRODUCTS. REDEFINES PERCEPTIONS OF THE SEGMENT BUT DOES NOT CREATE EXPECTATIONS OF PREMIUM QUALITY.**
  - **AMONG PREMIUM SMOKERS WHO OCCASIONALLY BUY DISCOUNT, PHIL'S COULD BECOME THE BRAND CHOICE FOR OCCASIONAL/ ALTERNATE PURCHASE.**
  - **AMONG DISCOUNT SMOKERS, PHIL'S IS PERCEIVED AS MORE OF A "REAL" BRAND AND COULD REPLACE WHAT THEY CURRENTLY SMOKE.**
- **PERCEIVED AS GRASS ROOTS AND UNCONVENTIONAL WHICH MAKES AN EMOTIONAL CONNECTION WITH YAMS. IT IS DISTINCTIVE AND APPROPRIATE FOR A DISCOUNT PRODUCT.**
  - **ENGAGES IMAGINATION THROUGH INTRIGUING STORY ALLOWING YAMS TO PROJECT THEMSELVES INTO PHIL'S WORLD.**
  - **RECOGNIZES AND EMPATHIZES WITH YAMS PERSONAL EXPERIENCES WITH DISCOUNT CIGARETTES. SPEAKS IN THEIR LANGUAGE.**
- **LEVERAGES YAMS DESIRE TO "REBEL"; DO SOMETHING INNOVATIVE AND INDEPENDENT. APPEAL IS AMONG LA—24 AND 25—34.**
  - **PHIL IS THE UNDERDOG TAKING ON THE ESTABLISHMENT.**
  - **COVERTLY "AMERICAN".**

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Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0004

BRAND X—PHIL'S

RESEARCH CONDUCTED/PLANNED

- TO DATE, CAMPAIGN EXPOSED TO APPROXIMATELY 360 YAMS (LA—24, 25—34) IN QUALITATIVE RESEARCH.
  - — 50 FOCUS GROUPS
  - — 40 ONE ON ONES
  - — 11 CITIES
- ADVERTISING/PACKAGING/NAME QUALITATIVE SCHEDULED 4/12 & 4/13 IN ATLANTA, CINCINNATI.
- QUANTITATIVE PACKAGING TEST PLANNED FOR 5/9.
- AD PACK/PRODUCT CONCEPT USAGE TEST PLANNED FOR 7/20.
- READYING FOR TEST MARKET OCTOBER 1994.

2091521006

Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0004

BRAND X—PHIL'S

PRODUCT/PACKAGE

- **FULL FLAVOR AND LIGHTS BOX.**
- **83MM WITH CORK TIPPING.**
- **BRICA BLEND (DISCOUNT) WITH ALTERNATE AFTERCUT.**
- **QUALITY PERCEPTION WILL BE REINFORCED THROUGH FUNCTIONALITY.**

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Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0004

BRAND X—PHIL'S

PRODUCT/PACKAGE—BACKUP

- **WILL BE FIRMER/MORE DENSE THAN ALL PM PL'S.**

- **MARGINAL DIFFERENCE VERSUS BASIC.**
  - **— SLIGHTLY MORE TOBACCO FILL WEIGHT (735MG VS 725MG)**
  - **— SLIGHTLY SMALLER CIRCUMFERENCE (24.7 VS 24.8)**
  - **— FLAX PAPER (BASIC HAS WOOD PULP)**

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Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0004

PHIL'S

BRAND POSITIONING: TO YOUNG ADULT MALE SMOKERS WHO CURRENTLY CHOOSE A DISCOUNT PRODUCT EITHER ON AN OCCASIONAL OR REGULAR BASIS, PHIL'S IS THE BRAND OF CHOICE BECAUSE PHIL IS AN HONEST INDIVIDUAL WHO THEY CAN ADMIRE AND TRUST TO MAKE A QUALITY SMOKE.

ADVERTISING OBJECTIVE: TO POSITION THE BRAND IN A RELEVANT AND DISTINCTIVE WAY THAT OVERCOMES EMOTIONAL BARRIERS AMONG YAMS CURRENTLY IN THE DISCOUNT SEGMENT. THIS WILL BE ACHIEVED THROUGH PRODUCT REASSURANCE AND AN EMOTIONAL CONNECTION THAT WILL ULTIMATELY GENERATE BRAND LOYALTY WITHIN THE SEGMENT.

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Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0004

BRAND X CONCEPTS

TESTED & REJECTED

- **"BARKING DOG"—Y&R.**

  — **WHILE THE VISUALS WERE FOUND FUNNY AND SOMETIME CLEVER BY THE RESPONDENTS, BOTH NAME AND MESSAGE WERE ALSO CONSIDERED FOR THIS PRODUCT CATEGORY.**

  — **NO CONNECTION WAS MADE BETWEEN THE INTENDED IRRELEVANT MESSAGE--"YOUR FRIEND IS YOUR DOG, YOUR FRIEND IS YOUR CIGARETTE, AS A RATIONALE TO SMOKE A NEW CIGARETTE.**

- **"BARKING DOG"—O&M.**

  — **THE CAMPAIGN CONVEYED JEANS DENIM TO MOST OF THE RESPONDENTS AND DID NOT CONVEY ANY BENEFITS TOWARDS SMOKERS.**

- **"BARKING FISH"—LBCO.**

  — **YAMS RESPONDENTS IMMEDIATELY CLASSIFIED "BARKING FISH" AS "ALTERNATIVE" & "MTV GENERATION" WITH NO APPEAL TO THEM.**

  — **NO RELEVANCE TOWARDS TODAY'S "YAMS".**

2041521010

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